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Second in a series from The Tobacco Institute, in response to mounting requests for the little-known 'other side' of the smoking controversy

Does laboratory evidence

really support

the case against smoking?

You may recall reading, not so long ago, about certain "mouse" experiments. Laboratory proof for the charges against cigarettes seemed to be at hand, and the experiments were widely publicized.

They are no longer, publicized.

The "mouse" experiments, it turned out, did not support the case against smoking.

SUBHEAD:

Smoking Mice

Researchers ran many kinds of tests. One famous series of experiments placed white mice in special inhalation chambers. Here, the animals "breathed" cigarette smoke for days, weeks, and months.

How many cases of molignant, human-type lung cancer of the type resulted? attributed by some to again the survey resulted?

None. It has never been produced with expanette such

Such cancers have been produced by making pice, after exposure to a firus inhale synthesized sport. They have pever been produced with cigarette spoke.

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durce: https://www.industrydocuments.ucsf.edu/docs/qjwj0000

concentration of smoke is much le Studies of so-called "pre-cancerous changes" in the respiratory systems of some emokers, have shown that the same "changes" are also found in non-smokers, and even in children. They are often found in the trachea where cancer is rare. actually do lead to cancer. One medical authority summed it up in testimony before the U.S. Senate: "There is no valid experimental evidence confirming the smoking-lung cancer theory." As bluntly as that. Without scientific proof or evidence, the case against smoking is supported only by statistical associations. And these have been, in themselves, seriously questioned by dectors, scientists and statisticans The statistical case is well worth a close look. You may find its weaknesses unexpectedly surprising. in that it is the mainstay of the charges against smoking.

It will be the subject of another report in this

series.

For further information on any of the facts above, for documentation and sources of information, you are invited to write to:

The Tobacco Institute 1735 K Street, N.W. Washington, D.C.

For a paller discussion, read "THE CIGARETTE CONTROVERSY". Write to The Tobacco Institute for your free copy.